

# Firehold



## THE PAINT THAT FIGHTS FIRE — CHEMICALLY!

NOW you can *decorate and protect* almost any inflammable surface . . . indoors and out . . . with FIREHOLD Fire Retardant Paints. Use this amazing tested and approved coating on wood, metal, etc., wherever color harmony, protection from fire hazards and economy are required. FIREHOLD does double duty: *protects and beautifies*.

**DESCRIPTION:**— FIREHOLD is a heavy bodied, ready-mixed, true oil base paint for use on exterior and interior work where fire protection is a prime factor. In addition to its normal surface protecting qualities, FIREHOLD is formulated with ingredients which provide chemical protection against fire. Safe to use around livestock, contains no lead or other ingredients harmful to animals. When subjected to excessive heat from fire, chemical vapors are generated which blanket the surface coated with FIREHOLD and thus protect it from flame. When heat or fire becomes intense, other ingredients fuse together to form a non-burning crust which acts as a flame-resistant shield . . . a veritable barrier against fire.

**COLORS:**— White, Aquamarine, Light Gray, Cream Tone, Antique White, Cameo Rose, Starlight Blue, Mist Green, Pine Bud Green. Existing colors can be mixed to make new shades. A good grade of conventional oil color can be mixed with FIREHOLD, White, to make pastel colors, not exceeding about 1 pint oil color to a gallon of FIREHOLD. If 1/2 pint or more of oil color is used, add also a little strong Japan drier.

**USES:**— Exterior: Shingled roofs, country homes, barns, sheds, chicken houses, buildings in resorts and amusement parks, race tracks, rodeos, county fairs; railroad signal trunking, trestles, schools, outbuildings, grain elevators, hop kilns and other structures, wherever fire protection PLUS attractive color harmony are required. Highly recommended for any building exterior in isolated areas where normal or municipal fire protection facilities are not available. Interior: Woodwork, wallboard, partitions, plaster, plywood, or similar surfaces in theatres, night clubs, schools, hospitals, kitchens, retail stores, display rooms, public buildings, hotels, auditoriums, sports arenas, etc., wherever fire hazards exist and color is the keynote. Additional uses: FIREHOLD has a wide range of industrial and marine uses, too; excellent for shop coating parts that are inaccessible after assembly, also in engine rooms, and on all wood interiors of boats and ships.

**APPLICATION:**—By brush or spray, applied like any other paint, no special tools or equipment required. No "painty" odor. Does not lift up old paint, will not injure old paint films. Can be applied to unpainted or previously painted surfaces. Be sure surface is clean and free from wax, grease, oil and thoroughly dry. Remove loose paint. Allow ample drying time between coats. Can be applied over any ordinary oil or varnish paint.

**THINNER:**—FIREHOLD comes ready for use. Should a little thinner be required at some time, as for paint which has thickened, use varnolene or approved mineral spirits in minimum amounts. For spray application add a minimum of varnolene or approved mineral spirits to secure an even finish with the equipment in use, not exceeding 10-15 per cent by volume.

**PRIMERS:**— FIREHOLD possesses strong adhesion to a wide variety of surfaces and therefore can be used as a self-priming system in many instances. Where use of a special primer is indicated to fulfill a more particular need, the following are suggested:

NEW GALVANIZED METAL, exterior or interior use: Ceco Galvanized Primer, 625 Neutral Drab, or other galvanized iron primer designed for special adhesion to this metal.

NEW WOOD, EXTERIOR: Cecodure Exterior Primer, White, or other exterior wood priming paint.

PAINTED WOOD, INTERIOR: No primer necessary. If old paint is high gloss, sand-papering recommended to dull gloss.

ROUGH INDUSTRIAL WOOD SURFACES, INTERIOR: No primer necessary. 2 coats FIREHOLD.

STEEL AND IRON, EXTERIOR AND INTERIOR: No. 5 Chromated Red Primer.

UNPAINTED PLASTER AND CONCRETE: Alkyd Primer and Sealer.

Primers should be allowed to dry at least 2-3 days or more before FIREHOLD is applied.

**DRYING TIME:**— FIREHOLD sets to touch in a few hours, and dries to a firm tough film over night. At least 3-4 days or more should be allowed before second coat of FIREHOLD is applied.

**FINISH:**— Brushes on easily, flows out to a beautiful sheen finish. FIREHOLD is washable, but should not be cleaned for approximately one week after final coat is applied.

**DURABILITY:**— FIREHOLD bonds to any surface, painted or unpainted, dries to a hard, long-lasting finish that is resistant to water, oil and industrial fumes, as well as to FIRE. Being an oil base paint, it may be washed easily with soap and water without impairing the finish.

**SHIPPING WEIGHTS**— (Approx.):

12 quarts	42 lbs.
4 gallons	53 lbs.
5-gallon pail	68 lbs.



# TEST REPORT AND APPROVALS OF "FIREHOLD" FIRE RETARDANT PAINTS

FIREHOLD is manufactured by the Cheesman-Elliott Co., Inc. Brooklyn, N. Y.; Western representative: Flamort Chemical Company, 746 Natoma St., San Francisco 3, California.

## APPLIED TO WOOD, INSIDE:

LISTED BY UNDERWRITERS LABORATORIES, INC.

### DOUGLAS FIR

Flame spread	40-50
Fuel contributed	20-35
Smoke developed	0

The fire hazard classification is applicable only when the coating material is applied as a finished surface to Douglas fir surfaces at a coverage of 87.5 sq. ft. per gallon applied in two coats, and when the coating is maintained. The coating can be considered as permanent as ordinary interior oil paints.

Fire hazard classification is derived in comparison with uncoated red oak as 100.

## APPLIED TO WOOD, OUTSIDE:

UNITED STATES TESTING CO., INC. — Weather-Ometer Test

Unprimed panel: 100 HOURS

Weathered white exterior painted surface: 300 HOURS

## APPLIED TO CELLULOSE BOARD:

Plain Tile and Perforated Acoustical Tile (Celotex)

UNITED STATES TESTING CO., INC.—Federal Specifications SS-A-118b:

Flame Test: Standard Curve.....20 minutes  
Columbia Curve.....40 minutes

Rating: FIRE RETARDANT

## APPLIED TO STEEL AND MARINITE:

UNITED STATES TESTING CO., INC.—Navy Specification 52D11, paragraph f-31 (superseded by MIL-C-15170B):

Rating: INCOMBUSTIBLE.

- **Flamort Fire Retardants For Complete Protection**
- **FLAMORT WC** — Colorless fire retardant for wood, plywood, cellulose board, etc.
- **FLAMORT PLASTIC COAT CLEAR**—Fire retardant for Christmas trees, foliage, palm fronds, etc.
- **FLAMORT FLAMEPROOFING COMPOUNDS** — For fabrics of all kinds. Ask for free literature, complete specifications.

DEALER INQUIRIES INVITED

# FLAMORT CHEMICAL CO.

Manufacturers and Distributors  
of Fireproofing Chemicals and Fire Retardant Paints  
746 NATOMA STREET . . . SAN FRANCISCO 3, CALIFORNIA

Telephone Market 1-7825

WE ARE THE EXCLUSIVE WESTERN REPRESENTATIVES FOR FIREHOLD PAINTS

ENGINEERING SERVICE: Ask for literature and consultation. Inquire about flameproofing of Wood, Wood products, Fabrics, Christmas Trees, Decorative Material

SOLD BY



# TEST REPORT

## "FIREHOLD"

FIREHOLD is manufactured by  
746 Natoma St.,

APPLIED TO WALLS  
LISTED BY UNDER

Flame spread  
Fuel contribution  
Smoke development

The fire hazard rating material is  
surfaces at a certain  
coats, and when  
considered as

Fire hazard classification  
coated red oak

APPLIED TO WALLS  
UNITED STATES

Unprimed panels  
Weathered wood

- **Flamort Fire Retardant**
- **FLAMORT WALL**
- **FLAMORT PLASTER**
- **FLAMORT FLAME**

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Mike Jackson, FAIA

Chemical Company,

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.....40 minutes

Heavy Specification  
(L-C-15170B):

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